

# City Lights

A Business to Business Publication from Marietta Power

Fall 2002

## Chattahoochee Technical College Helps Thousands of Cobb Residents Achieve Educational and Career Goals

Chattahoochee Technical College (CTC) has built a reputation for excellence by helping residents of Cobb and Paulding counties achieve their educational and career goals for more than 41 years.

"Chattahoochee Technical College has a bright and promising future," said



*Dr. Harlon Crimm, CTC President, seen here with Michael Bologna, Culinary Arts Instructor.*

CTC's president, Dr. Harlon Crimm. "We remain poised to meet our community's employment demands at each of our four campuses."

Chartered in 1961, CTC has earned full accreditation from the Southern Association of Colleges and Schools. The college has four campuses at 980 South Cobb Drive in Marietta, Gordy Parkway in East Cobb, 1578 Veterans Memorial Parkway in Mableton, and 400 Nathan Dean in Dallas, Ga.

At each of these locations, CTC offers numerous associate of applied technology degree and diploma programs, as well as Continuing Education/Economic Development. For example, the college offers the only entertainment technology program in the State of Georgia's Technical College System at its Mountain View Campus. The Mountain View Campus also offers a highly regarded culinary arts curriculum.

Other certification and degree programs include biomedical engineering, business studies, automotive technology, early childhood education, accounting, emergency medical technician, drafting, printing and graphics, marketing, heat-

## Chattahoochee Technical College Wins Three NCMPR Awards

The National Council of Marketing and Public Relations (NCMPR) recently honored Chattahoochee Technical College with Gold Medallion Awards for the college's new logo and Web site. In addition, the college's annual report received a second place award in the council's annual competition.

The Web site, designed by college president Dr. Harlon Crimm, captured top honors in competition with colleges in other southern states.

"Seeking to reach prospective high school students, we transformed our existing static Web site into an interactive site that would engage visitors and provide information in a more exciting way," said Debbie Butler, vice president of college relations.

Ms. Butler and public relations executive John Furman accepted the awards at the recent NCMPR convention, which took place in Mobile, Ala. ⚡



*Chattahoochee Technical College home page.*

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## Southern Ice Cream Specialties Churns Out Frozen Treats for Kroger Customers Across America



As the primary manufacturer of Kroger-brand ice cream and other frozen treats, Southern Ice Cream Specialties in Marietta helps the nation's largest retail grocery chain put smiles on the faces of thousands of customers every day.

"We produce half-gallon containers and gallon pails of ice cream, ice cream sandwiches, decorated ice cream cakes, sundae cups, orange pop tops, fudge bars, assorted pops, orange cream treats, and a variety of stick novelties," said Brian Dwyer, general manager of Southern Ice Cream Specialties.

"Our most popular novelties include strawberry shortcake bars and chocolate éclair bars."

The Kroger Co., which currently operates more than 2,400 stores in 32 states, purchased Southern Ice Cream Specialties from Prairie Farms in 1980. Before that time, the facility had operated under the name Ice Cream Specialties for 10 years.

Today, the facility has a diverse workforce of 150 people who share a strong, can-do attitude. Dwyer credits these dedicated employees with helping Southern Ice Cream Specialties maintain high levels of safety, quality, and reliability in every phase of its operations.

For example, every employee at the facility

supports safety efforts by participating in behavioral observations every 15 minutes as part of an effort to identify and prevent behavior that could result in accidents. Their efforts enabled the facility to achieve the best safety record of all 41 Kroger manufacturing plants during the most recent reporting period.

Southern Ice Cream Specialties takes similar measures to ensure that its products meet stringent quality standards. As a result, the facility won the Kroger First Quality - Award of Quality in the Kroger Dairy Foods Division in 2001.

"It's rare for an ice cream plant to win that award, because the criteria are tailored more to milk packaging plants," Dwyer said.

The facility has also earned high marks for reliability in recent years. In fact, Southern Ice Cream Specialties also captured a pair of Kroger Co. reliability awards in 2001.

"We have a lot of things working in the right direction here," Dwyer explained.

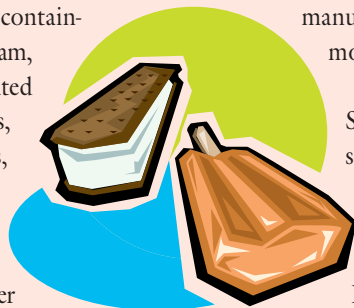
For that reason, the facility also expects reliability from its suppliers, including Marietta Power.

"Marietta Power has provided us with a reliable supply of electricity ever since Kroger purchased the facility," said Bruce Whitney,

Southern Ice Cream Specialties plant engineer. "When an outage occurs, Marietta Power has always responded quickly to our inquiries about the cause, and done everything they could to restore our power as rapidly as possible."

"We have a 13,000-square-foot freezer and a 12,000-square-foot freezer that contain 3,000 pallets of ice cream," Dwyer said. "If we lost power for an extended period of time, we would lose up to \$1.5 million worth of products."

"Marietta Power has also assisted us in a timely fashion on several occasions when we needed to take down a power line at the rear of our building so we could bring in a crane to hoist new equipment onto our roof," he added. "Pete Jonsson has also provided us with valuable assistance in our budgeting process by supplying information on our power usage." ✎



### Chattahoochee, Continued from page 1

ing and air conditioning, criminal justice, surgical technology, medical assisting, and practical nursing.

This array of educational opportunities enabled the college to attract a total enrollment of 5,380 students in the fall of 2002, making it the largest technical college in the state. CTC officials expect the student body to grow even larger when winter classes begin on January 6, 2003.

"We expect enrollment opportunities to expand as we increase our high school collaboration and continue our commitment to diversity," Dr. Crimm said. "Given the current trends, expansion of the Marietta Campus has become the college's number one priority. We plan to add space at the Marietta Campus to house student services, classrooms, and laboratories. We will also need to add a new class-

room facility at the Paulding Campus in the near future."

"Clearly, enrollment growth is the heartbeat of our college," Dr. Crimm said. "However, quality programs and services represent the character and commitment of the college. Our dedication to preserving a culture of learning for every student is strong."

Crimm credits the caring, attentive attitudes of the college's experienced, qualified faculty and staff members with creating this positive learning environment. Their dedication to the success of CTC students has helped the college achieve a 95 percent job placement rate for graduates.

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### City Lights

is published by Marietta Power. Editor Peter Jonsson and the staff of *City Lights* welcome your questions, suggestions, and comments. Address letters to:

### City Lights

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## Employee Profile



Lori Herrin

## More Than A "Bean Counter" ...

## Lori Herrin Plays a Vital Role in Helping Marietta Power Deliver a Reliable Supply of Electricity to Its Customers

Analyst Lori Herrin plays a crucial role in ensuring that Marietta Power customers always have a reliable supply of electricity at their disposal by collecting and charting information on trends in power usage.

"I gather and organize data that Marietta's utilities use to evaluate our operations and project the future needs of our customers," Herrin said. "For example, we regularly compare the amount of electricity that our business and residential customers use with totals from previous months and years. We then chart that information to estimate how much electricity customers will need in the future."

As a member of the Economic Analysis team in Marietta Power's Internal Services Department, she also provides data that the utility's officials use in preparing their annual budgets, setting rates, and analyzing the effects of business practices.

"I always tell people I'm just a 'bean counter,'" Herrin said. "But I get a lot of satisfaction from helping to ensure that Marietta's utilities have the fairest rates around."

"Everyone in the department also tries to make sure that the operations of Marietta's utilities benefit the entire community," she added. "As our departmental mission statement says, we want to enhance the profitability of the organization by developing and implementing effective analytical and decision-support techniques."

Herrin joined the Marietta Power team shortly after graduating from South Cobb High School in 1982. She began her career with the utility as a draftsman, then received a promotion to engineering aide.

"As an engineering aide, I assisted Marietta Power's engineers with all kinds of outside work, such as staking lines for new power poles," she said. "I also had responsibility for maintaining several equipment databases,

preparing drawings to acquire easements and working as a power-control dispatcher for a while."

Eventually, Herrin transferred to the marketing department, where she initially worked as a secretary. A short time later she was selected to become an economic analyst.

"I really enjoy the family atmosphere we have here," she said. "Many of us have worked here for 20 or more years."

The "family atmosphere" took on an even more literal meaning for Herrin when she became engaged to Marietta Power Warehouse Foreman Bill Swafford. The couple plans to "tie the knot" sometime in 2003.

When she's not analyzing data for Marietta's utilities, Herrin also pays frequent visits to her parents, Al and Jane Herrin, who live in Douglasville. Her fiancé also has to share her affections with her 11-month-old boxer puppy, Belle, and her cat, Tom. ✎

### Chattahoochee, Continued from page 2

CTC also works closely with local businesses to ensure that its graduates have jobs waiting for them when they graduate. For example, the college encourages employers to schedule recruiting visits to its four campuses and participate in the Job Fair that CTC hosts each spring. The college's Career Center will gladly refer qualified candidates to prospective employers who provide a complete job listing.

In addition, CTC's Career Resource Library and Computer Lab will stockpile information about prospective employers to assist students in researching potential employers. The college also encourages businesses that have web sites to include the address in the information they provide to the library, because students have access to a computer lab in the CTC office to do company research on the Internet.

CTC has developed strong relationships with many local businesses, government agencies, and community organizations in other ways through the years, too. For example, Marietta Power has supplied the college with a reliable source of electricity since CTC first opened its doors.

"Chattahoochee Technical College appreciates the support and excellent service that Marietta Power has provided to our facilities during the last 41 years," Dr. Crimm said. "It has been a pleasure to be associated with such a fine and efficient community-minded business organization."

For more information about the college and its educational programs, please visit [www.chat-tec.com](http://www.chat-tec.com) on the Internet. ✎



Chattahoochee Technical College

### Jan. 15 - Feb. 23, 2003

#### Out Of Order

Theatre in the Square

Main Stage

Call 770-422-8369 for information

### March 19 - April 27, 2003

#### Tartuffe

Theatre in the Square

Main Stage

Call 770-422-8369 for information

### April 27, 2003

#### Taste of Marietta

10th Anniversary

Marietta Square

Call 770-429-1115 for information



#### The Shaw-Tumblin Collection:

##### Gone With The Wind Museum

Marietta Square

Monday and Tuesday 10 a.m. - 8 p.m.

Closed Wednesday

Thursday and Friday 10 a.m. - 8 p.m.

Saturday 10 a.m. - 5 p.m.

Sunday 12 p.m. - 5 p.m.

Call 770-429-1115 for information

## City Lights

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[www.mariettapower.com](http://www.mariettapower.com)